

Training for Sellers and Servers

Responsible Sellers & Servers: Virginia's Program (RSVP)
The reputation of a licensed establishment relies heavily on the people who deal directly with the customers: the sellers and the servers. This 3 hour class will be unveiled across the state in the spring of 2003. It teaches employees how to prevent sales to minors and intoxicated customers, how to spot fake IDs, the proper way to document alcohol-related incidents and much more. RSVP participants will also learn about the laws and administrative regulations that govern alcohol sales and consumption in Virginia. Watch for a special brochure or the ABC Web site for the 2003 schedule.

ABC Licensee Resources

Virginia ABC Retail Licensee Guide

This is an easy-to-use guide for managers and employees to understand Virginia alcoholic beverage laws. It outlines the role of Virginia ABC and the different types of licensees. It covers ABC violations such as sales to minors, prohibited conduct, restricted hours, employment practices, advertising, general license issues and record keeping. The guide is available at no charge through the ABC Public Affairs Office by calling (804) 213-4418. You can also download it off the ABC Web site at www.abc.state.va.us/enforce/abcguid.htm.

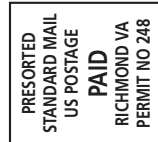
Prevent Underage Sales: Virginia's Alcohol Laws Training Video

All licensees are encouraged to use "Prevent Underage Sales: Virginia's Alcohol Laws" as part of their in-house training program. It includes a 20-minute video along with a training packet full of resources for managers to teach new and experienced sellers and servers. Managers can use this packet to reinforce key messages from Training For Intervention Procedures (TIPS), Managers Alcohol Responsibility Training (MART) and Responsible Sellers & Servers: Virginia's Program (RSVP). You can download the printed portions of the packet from the ABC Web site at www.abc.state.va.us/education. New licensees can receive a copy of the video from their ABC Special Agent.

Point-of-Purchase Stickers and Signage

These stickers will help your seller or server determine if someone is the legal age to purchase alcohol. The stickers may also discourage minors who are thinking about purchasing alcohol. These popular stickers are available in English and Spanish and are mailed to establishments each December. Contact ABC's Public Affairs Office at (804) 213-4418 for more information.

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ABC
VIRGINIA DEPARTMENT OF
ALCOHOLIC BEVERAGE CONTROL
ABC Education Section
2901 Hermitage Road
PO Box 27491
Richmond, VA 23261

Spring 2003 Schedule



Managers' Alcohol Responsibility Training

**A one-day training
for managers of
Virginia's ABC licensed
establishments**

*Sponsored by the Virginia Department
of Alcoholic Beverage Control*

Managers are Key in Licensee Education

The most effective and efficient way to educate employees of licensees and establishments is through the managers or owners, according to documented research. Managers set the standards by writing sound policies and hiring good employees to ensure that their establishment complies with laws, rules and regulations.

MART is Exclusively for Virginia Managers

Virginia Alcoholic Beverage Control introduces a new one-day training to help managers become more responsible and to better understand Virginia laws, rules and regulations. Managers' Alcohol Responsibility Training or MART is a six-hour class specifically for Virginia's licensees. MART was designed with input from managers of On- and Off- premise establishments and written by a team of Special Agents and other ABC staff.

Participants will learn about Virginia laws, checking IDs, employing minors, proper advertising and other management related issues. This training will give managers an opportunity to clarify myths and misinformation and get answers directly from ABC Special Agents.

Some of the topics covered in MART include:

- Requirements to operate an On- or Off- premise licensed business
- Review of ABC laws and consequences
- How to properly check IDs
- Managing confrontational situations with customers
- Review of sample alcohol policies
- Technical assistance available from ABC special agents

MART will take place at ABC regional offices throughout Virginia. Directions to each ABC regional office are on the ABC Web site at www.abc.state.va.us/education. Participants can also contact their regional office directly for directions.

MART participants are recommended to be at the training fifteen minutes prior to the schedule start time.



2003 Spring Schedule

Wednesday, April 16 10 a.m. – 4 p.m.
ABC Central Office Hearings Room
2901 Hermitage Road, Richmond
(804) 213-4688

Tuesday, April 22 10 a.m. – 4 p.m.
Alexandria ABC Hearings Room
501 Montgomery Street
(703) 518-8090

Tuesday, May 6 10 a.m. – 4 p.m.
Verona, Augusta County Government Center
18 Government Center (located off of Route 11)
Hosted by the Staunton ABC Regional Office
(540) 332-7800

Tuesday, May 13 10 a.m. – 4 p.m.
Hampton ABC Regional Office Hearings Room
4907 West Mercury Boulevard
(757) 825-7830

Tuesday, May 13 10 a.m. – 4 p.m.
Chesapeake ABC Regional Office Hearings Room
1103 South Military Highway
(757) 424-6700

Tuesday, May 20 10 a.m. – 4 p.m.
Lynchburg ABC Regional Office Hearings Room
20353 Timberlake Drive, Suite A
(434) 582-5136

Tuesday, June 3 10 a.m. – 4 p.m.
Roanoke ABC Regional Office
3023 Peters Creek Road, training will take place at nearby
DEQ Meeting Room
(540) 562-3535

Use the attached form to sign up for MART or register on-line at www.abc.state.va.us/education. Call (804) 213-4688 for registration questions. Lunch is on your own.

Use the attached registration form

Registration Form

Please use this form to register or download the form at www.abc.state.va.us/education

(Photocopies are accepted).

Name _____

Business or Organization _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Workshop Location _____

Workshop Date _____

There is no cost for MART, but you are strongly encouraged to register two weeks prior to the class to allow organizers time to order support materials. If you register and find that you cannot attend the training, consider sending someone in your place. If you must cancel, please call Virginia ABC at (804) 213-4688 at least one week before the scheduled class.

Space is limited, so each business is recommended to initially register no more than three people. If space is still available two weeks prior to the training, you are invited to send additional representatives. Please check the roster for each class at the ABC Web site at www.abc.state.va.us/education. Space will be filled on a first come, first served basis.

Please mail or fax the completed registration form to:

Virginia Department of Alcoholic Beverage Control
MART/Education Section
PO Box 27491
Richmond, VA 23261-7491
Phone: (804) 213-4688, Fax: (804) 213-4457

No confirmation letters will be sent to the participants. Check the MART class rosters on the ABC Web site at www.abc.state.va.us/education to see if your registration has been received. If you do not have access to the Internet, call (804) 213-4688.